

Message Text

UNCLASSIFIED

PAGE 01 GOTEBO 00186 050736Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----103435 060325Z /72

R 041011Z AUG 77
FM AMCONSUL GOTEBORG
TO USDOC WASHDC
INFO SECSTATE WASHDC 290
AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMEMBASSY STOCKHOLM UNN

UNCLAS GOTEBORG 0186

E.O. 11652: N/A
TAGS: BTIO, SW
SUBJECT: PRIVATE TRADE OPPORTUNITY

1. 401/02/P0109
2. 080377
3. PHACKER
4. 401 SWEDEN
5. DR
- 6A. REPLY TO --
- 6B. URGAN ERDTMAN, MANAGING DIRECTOR
- 6C. MOTORAMI AB

FAK

S-200 11 MALMO, SWEDEN

7. CABLE--; TELEX--; TEL: 040/73 270

8. --

9. 114. 9A. EXCLUSIVE AGENCY SWEDEN

10. DESCRIPTION

352310X-0000) COMPLETE LINE OF SMALL TRACTORS, FARM, GARDEN,
3523121-0000) LAWN. INDUSTRIAL, AND SIMILAR APPLICATIONS.
352428X-0000) COMPLETE LINE OF ATTACHMENTS. NOT ABLE ESTIMATE
3524725-0000) ANNUAL POTENTIAL IN DOLLARS. HOWEVER, THIS IS
3524755-0000) A LARGE ORGANIZATION PLANNING FOR A CONSIDERABLE
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 GOTEBO 00186 050736Z

3524791-0000) PORTION OF THE SWEDISH SMALL TRACTOR MARKET.
3537143-0000)
3537283-0000)

SUBSIDIARY TO INVESTMENT AB KINNEVIK WITH TOTAL ANNUAL SALES OF
280 MILLION KR. AND 1,170 EMPLOYEES. MOTORAMI OPERATES
AS AUTHORIZED GM DEALER. THEY HAVE ELEVEN SALES OUTLETS IN SWEDEN

AND 9 SERVICE SHOPS. ANNUAL SALES ESTIMATED AT 180 MILLION KR.
(1977). RELIABLE LOCAL CREDIT SOURCE STATES COMPANY COMPETENTLY
MANAGED AND OBLIGATIONS ALWAYS MET PROMPTLY. SOURCE RECOMMENDS
BUSINESS RELATIONS.

THIS IS CONSIDERED AN EXCELLENT OPPORTUNITY FOR A US MANUFACTURER
TO ENTER THE SWEDISH MARKET. MOTORAMI HAS A COMPLETE SET UP FOR
THE MARKETING OF A LINE OF SMALL TRACTORS, INCLUDING A
WELL ORGANIZED DEPARTMENT FOR SPARE PARTS. THEY PLAN TO SELL
THROUGH THEIR OWN BRANCHES AND THROUGH FRANCHISING.
HACKER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977GOTEB000186
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770282-0366
Format: TEL
From: GOTEBORG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770898/aaaadfai.tel
Line Count: 73
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0badfc61-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 13-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1711976
Secure: OPEN
Status: NATIVE
Subject: PRIVATE TRADE OPPORTUNITY
TAGS: BTIO, SW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/0badfc61-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009